

### Amendments to the Claims:

This listing of claims will replace all prior versions, and listings, of claims in the application:

### Listing of Claims:

1                   1.       (Currently amended) A computer-implemented method of evaluating  
2 sales leads stored in a data source, the method comprising:  
3                   forwarding, from a source computer system, information that configures [[a]] one  
4 or more destination computer systems to display a ~~first~~ graphical user interface allowing [[a]]  
5 one or more users of the one or more destination computer systems to define [[a]] data formats  
6 indicative of potential sales leads in [[for]] the sales leads stored in the data source ~~and select at~~  
7 ~~least one of a database option and a spreadsheet file option presented by the first graphical user~~  
8 ~~interface for the data source, the data format indicative of potential sales leads including at least~~  
9 ~~a first name, a last name, and an email address;~~  
10                  receiving, at the source computer systems, information provided by a user of a  
11 destination computer system via the graphical user interface specifying a data format indicative  
12 of a first group of potential sales leads in the sales leads stored in the data source, the data format  
13 defining a plurality of attributes including at least a first name attribute, a last name attribute, and  
14 an email address attribute, each attribute formatting data associated with the sales leads stored in  
15 the data source according to the data format for the first group of potential sales leads;  
16                  forwarding, from the source computer system, information that configures the one  
17 or more destination computer systems to display ~~a second~~ the graphical user interface allowing  
18 [[a]] the one or more users of the one or more destination computer systems to define ~~a plurality~~  
19 ~~of rules that operate on attributes of data formatted according to the data formats indicative of~~  
20 potential sales leads in the sales leads stored in the data source to assess an individual quality of  
21 [[the]] each potential sales lead[[s]];  
22                  receiving, at the source computer system, a plurality of rules provided by the user  
23 of the destination computer system via the graphical user interface that operate on the plurality of

attributes of the data format to assess an individual quality of each individual potential sales lead in the first group of sales leads, wherein each rule in the plurality of rules defines:

- information indicative of at least one attribute in the plurality of attributes of the data format ~~according to the data format on which the rule operates,~~
- information indicative of an expression ~~that defines a type of test that will~~ to be applied to data associated with the sales leads stored in the data source corresponding to the at least one attribute, and
- ~~information configured to assess a~~ value to be added or subtracted to a score representing the individual quality of each potential sales lead based on an evaluation of the data associated with the sales leads stored in the data source corresponding to the at least one attribute ~~with the expression of the data satisfied by the rule;~~

~~forwarding, from the source computer system, information that configures the destination computer system to display a third graphical user interface allowing a user of the destination computer system to map~~ receiving, at a computer system, information mapping data identifying a plurality of sales leads from the selected data source to the plurality of attributes of the data format;

executing, with the computer system, the plurality of rules on the mapped data to produce a set of analyzed data, ~~the set of analyzed data including that allows evaluation of potential sales leads according to~~ the score for each potential sales lead indicating the individual ~~an overall assessed~~ quality of each potential sales lead in the first group of potential sales leads mapped data, and

depending upon an outcome of the execution of the plurality of rules, generating with the computer system information sorting the analyzed data into at least a first bucket in which the mapped data passed ~~each of a selected one or more of~~ the executed plurality of rules and a second bucket in which the mapped data failed to pass ~~each of~~ the selected one or more of the executed plurality of rules.

2. (Canceled)

1                   3.       (Original) The method of claim 1 wherein the data source is a  
2 heterogeneous data source.

4.       (Canceled)

1                   5.       (Original) The method of claim 1 wherein the plurality of rules that can  
2 be defined by a user include spatial rules, age/lineage rules, pattern-based rules, electronic  
3 validation rules and numeric operator-based rules.

6.       (Canceled).

1                   7.       (Currently amended) The method of claim [[6]] 1 further comprising,  
2 after executing the plurality of rules, ranking data from the set of analyzed data according to its  
3 score.

8.       (Canceled)

1                   9.       (Currently amended) A computer-implemented method of evaluating  
2 sales leads stored in a data source, the method comprising:  
3                   forwarding, from a source computer system, information that configures a  
4 destination computer to display a ~~first~~ graphical user interface allowing a user of the destination  
5 computer to define ~~[[a]] data formats indicative of potential sales leads in [[for]]~~ the sales leads  
6 stored in the data source ~~and select at least one of a database option and a spreadsheet option~~  
7 ~~presented by the first graphical user interface for the data source, the data format indicative of~~  
8 ~~potential sales leads including at least a first name, a last name, and an email address;~~  
9                   receiving, at the source computer systems, information provided by the user of the  
10 destination computer system via the graphical user interface specifying a data format indicative  
11 of a first group of potential sales leads in the sales leads stored in the data source, the data format  
12 defining a plurality of attributes including at least a first name attribute, a last name attribute, and  
13 an email address attribute, each attribute formatting data associated with the sales leads stored in  
14 the data source according to the data format for the first group of potential sales leads;

15 forwarding, from the source computer system, information that configures the  
16 destination computer system to display ~~a second~~ the graphical user interface allowing ~~[[a]]~~ the  
17 user of the destination computer system to define ~~a plurality of~~ rules that operate on attributes of  
18 ~~data formatted according to the data formats~~ indicative of potential sales leads in the sales leads  
19 storing in the data source to assess an individual quality of [[the]] each potential sales lead[[s]];  
20 receiving, at the source computer system, a plurality of rules provided by the user  
21 of the destination computer system via the graphical user interface that operate on the plurality of  
22 attributes of the data format to assess an individual quality of each individual potential sales lead  
23 in the first group of sales leads, wherein each rule in the plurality of rules defines:  
24 information indicative of at least one attribute in the plurality of attributes  
25 of the data format[[ted]] according to the data format on which the rule operates,  
26 information indicative of an expression that defines a type of test that will  
27 to be applied to data associated with the sales leads stored in the data source corresponding to the  
28 at least one attribute, and  
29 information configured to assess a value to be added or subtracted to a  
30 score representing the individual quality of each potential sales lead based on an evaluation of  
31 the data associated with the sales leads stored in the data source corresponding to the at least one  
32 attribute with the expression of the data satisfied by the rule; and wherein the plurality of rules  
33 include spatial rules, pattern-based rules and electronic validation rules;  
34 mapping, with a computer system, data identifying a plurality of sales leads from  
35 the selected data source to the plurality of attributes of the data format; [[and]]  
36 executing, with a computer system, the plurality of rules on the mapped data to  
37 ~~score the mapped data and~~ produce a set of analyzed data usable to assess the individual quality  
38 of each potential sales leads in the first group of sales leads data source, the set of analyzed data  
39 including the score for each potential sales lead indicating the individual quality of the potential  
40 sales lead; and  
41 depending upon an outcome of the execution of the plurality of rules,  
42 genera[[e]]ing information with the computer system sorting the analyzed data into at least a

43 first bucket in which the mapped data passed each of the executed plurality of rules and a second  
44 bucket in which the mapped data failed to pass each of the executed plurality of rules.

1 10. (Original) The method of claim 9 further comprising, after executing the  
2 plurality of rules, allowing a user to rank data from the set of analyzed data according to its  
3 score.

11. (Canceled)

1 12. (Previously Presented) The method of claim 9 wherein the plurality of  
2 rules include age/lineage rules and numeric operator-based rules.

1 13. (Currently amended) A system for evaluating contacts stored in data  
2 sources, the system comprising:  
3 a network;  
4 a set of one or more computers coupled to the network;  
5 a data source accessible to the set of computers over the network, the data source  
6 being one of a database and a spreadsheet file;  
7 a first computer-readable medium configured to store a user interface component  
8 executed by a computer and configured to allow one or more users of the computer to:  
9 define [[a]] data formats indicative of potential sales leads in [[for]] the  
10 contacts stored in the data sources and select at least one of the database and the spreadsheet file  
11 for the data source, [[the]] a data format indicative of a first group of potential sales leads in the  
12 contacts stored in the data sources including a plurality of attributes including at least a first  
13 name attribute, a last name attribute, and an email address attribute, each attribute formatting  
14 data associated with the contacts stored in the data sources according to the data format for the  
15 first group of potential sales leads;  
16 define ~~a plurality of~~ rules that operate on attributes of data formatted  
17 ~~according to the~~ data formats indicative of potential sales leads in the contacts stored in the data  
18 sources to assess an individual quality of of the each potential sales lead[[s]]; wherein each rule

in ~~[[the]]~~ a plurality of rules associated with the data format for the first group of sales leads  
defines:

information indicative of at least one attribute in the plurality of  
attributes of the data format~~[[ted]]~~ ~~according to the data format on which the rule operates,~~  
information indicative of an expression ~~that defines a type of test~~  
~~that will to~~ be applied to data associated with the sales leads stored in the data source  
corresponding to the at least one attribute, and  
~~information configured to assess a~~ value to be added or subtracted  
to a score representing the individual quality of each potential sales lead based on an evaluation  
of the data associated with the sales leads stored in the data source corresponding to the at least  
one attribute with the expression ~~of the data satisfied by the rule~~; and

map data identifying a plurality of contacts from the data source to the  
data format; and

a second computer-readable medium configured to store a rules engine  
component executed by one or more computers in the set of computers and configured to execute  
the plurality of rules on the mapped data to produce a set of analyzed data ~~that allows evaluation~~  
~~of potential contacts according~~ usable to assess the individual ~~an overall-assessed~~ quality of each  
potential sales lead in the first group of potential sales leads ~~mapped data~~, the set of analyzed  
data including the score for each potential sales lead indicating the individual quality of the  
potential sales lead, the rules engine being further configured to sort the analyzed data into at  
least a first bucket in which the mapped data passed each of the executed plurality of rules and a  
second bucket in which the mapped data failed to pass each of the executed plurality of rules.

14. (Canceled).

15. (Currently amended) The system of claim ~~[[14]]~~ 13 wherein the user  
interface is further configured to allow a user to rank data from the set of analyzed data  
according to its score after the rules engine executes the plurality of rules.

16. (Canceled)

